

Urushi Going Global from Iwate

Abstract

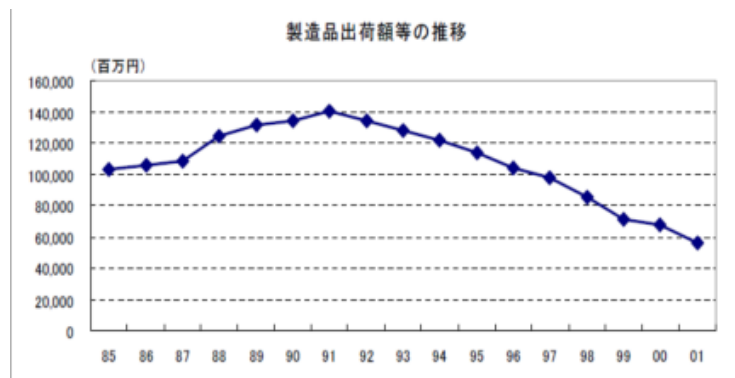
The purpose of this study is to spread urushi, which is made in Iwate, to the world. We think that if the design of dish painted with urushi changes, the dish painted with urushi will become popular in foreign countries.

As a result, we, designed a dish painted with urushi with the name of "Bowl which Grows with You". This dish is make use of characteristic of urushi.

Introduction

There are a lot of traditional products in Japan. Some goods are designated for traditional products by Japanese government. In Iwate, for example, Nanbu Tekki and Iwayado Tansu were designated as such. Today, there is a decline in traditional products. The output was 540 billion yen in 1983 and it dropped to 104 billion yen in 2012. So, we paid attention to urushi of Iwate. In Iwate, Joboji Nuri and Hidehira Nuri are traditional products.

This graph on the right side shows the change of sales of product of urushi. The maximum sale is 140 billion yen in 1991. And the sale decreases every year. We think about the cause of this problem. The cause is the lack of successors and people have little interest.



資料：工業統計調査 従業員4人以上の事業所 3461 漆器製造業

In foreign countries, the interest in Japanese culture is growing. For example, sushi is very famous. However, urushi is not very popular. So, we decided that the subject of our research will be to spread urushi around world.

We set the hypothesis. If the design of dish painted with urushi changes, that dish will become popular in foreign countries. It is because we think that this is the most important thing for the people who are from different

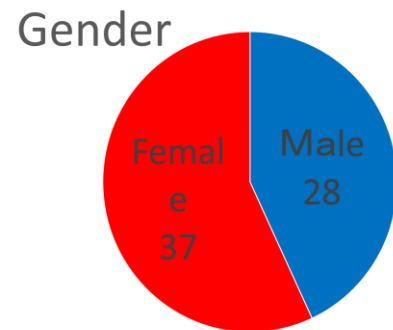
countries to accept urushi. So we propose a design to understand the culture of urushi for the people from different countries in Japan and for the industry of urushi to be revitalized.

Research 1

A survey was conducted to people from different countries to know about their opinions. It was done from July 16 to July 25, 2016 for 9 days, and given to 66 people.

This statistics at the right side shows gender of people who answered the questionnaire.

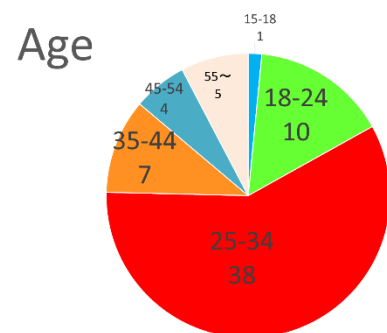
Among the people, male is 28, female is 37.



This statistics shows age of people who answered the questionnaire.

The most age of answered at questionnaire is 24 to 34 years old from 38 people.

The second is 18 to 24 from 10 people.

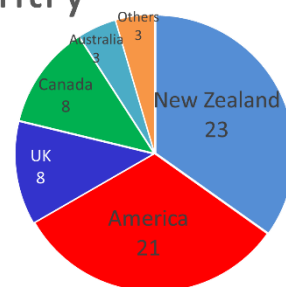


This statistics shows countries of people who were answered at questionnaire.

The most country of answered at questionnaire is New Zealand from 23 people.

The second country of answered at questionnaire is America from 21 people.

Country



We asked “Please imagine you are shopping for dishes for your house, what color dish are you drawn to?”

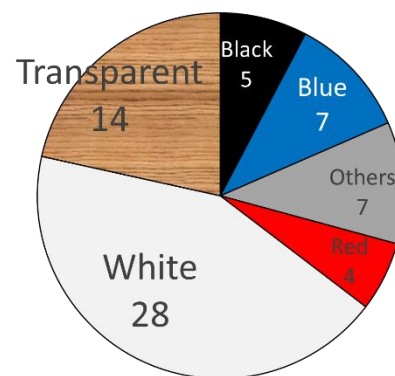
This statistics shows the question’s answered.

The most color of answered at questionnaire is white from 23 people.

The second color of answered at questionnaire is transparent from 14 people.

Then, we decided the color of dish to white or transparent.

Please imagine you are shopping for dishes for your house, what color dish are you drawn to?



And, we asked “Please identify your ideal size when choosing a dish.”

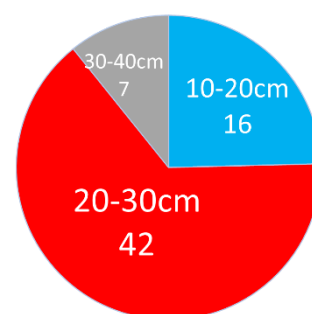
This statistics shows the question’s answered.

The most size of answered at questionnaire is 20cm to 30cm from 42 people.

The second size of answered at questionnaire is 10cm to 20cm from 16 people.

Then, we decided the size of dish to 20cm to 30cm.

Please identify your ideal size when choosing a dish ?



We could hear the other opinions from foreigner. Urushi is eco-friendly because it is durable and can be used longer. Foreigners are fascinated by how age brings more beauty to urushi. But urushi is too expensive to buy.

Research 2

In addition, we visited and interviewed Tekiseisha on August 9 last year. The company makes Joboji-nuri, which is a brand of dish painted with urushi at Joboji, Ninohe City. Through the interview, we got three reference points.

First, merits of urushi: the more we use a dish painted with urushi, the better its touch becomes. Second, demerits of urushi: though they can make the dish of various colors, they cannot make only pure white. Finally, they held an event and appeal it at New York every year, and they found that it is hard to get foreigners understand merits of urushi because of cultural differences. According to Mr. Yoshikawa, who works for Jetro Morioka and went with them, bowl and mug without handle sold well. Besides, wood-grain tone was popular among foreigners, because it is easy to find its material and feel Japanese style.

We considered design of a dish painted with urushi through the fieldwork. First, we decided to add a spoon painted with urushi. It is because we want foreigners to feel good touch of the dish though they don't bring it into contact with their mouth. Second, we designed red or yellow-brown dish with wood-grain tone. It is because we wanted to respect tradition of Joboji-nuri. Finally, we found it is important to consider how to appeal the charms of urushi.

Conclusion

We designed the dish painted with urushi based on examinations. Urushi becomes more beautiful if it used. Also, this resembles human's growth. So, the dish painted with urushi is named "Bowl which grows with you". The shape is a bowl. It is sold with a spoon. This bowl doesn't tip over easily because it has a low center of gravity. This characteristic is suited for baby's dishes. However it can be used after baby's growth. The color is red and yellow brown with wood-grain tone. One reason is wood-grain tone is popular. The other reason is to respect tradition of joboji is important. Furthermore, your initials can be engraved on the bowl. That makes the bowl special. Taking part in events, using SNS, and selling on the internet are important. However this bowl is expensive. So rich people is good for buying it. Also, this goods is good for baby's present. The country who has high GDP is good for buying it, such as U.K., Italy, and France.

Acknowledgement

Mr. Odashima Isamu

He working hard to make people to know good quality of dish painted with urushi, as an artisan and a producer.

References

Industrial statistics survey from Ministry of Economy, Trade and Industry